Microsoft® Excel

For those who understand the uses of power.

Complete spreadsheet with business graphics and database for the Apple® Macintosh™.

MICROSOFT®

Software to match your loftiest ambitions.

To all of you who have never hesitated to reach for the heights, we present Microsoft® Excel for the Macintosh™. A financial analysis tool of unprecedented power.

First and foremost, Microsoft Excel is the most formidable spreadsheet ever to run on a personal computer. A spreadsheet which is linked in harmony with extraordinary business graphics and an extremely capable database.

These already considerable powers are magnified geometrically by the capacity called macros. The ability to learn your most complex routines. And then activate them at a single keystroke.

For anyone whose fortune is fixed in the interpretation of numbers, Microsoft Excel combines all the means you'll require to analyze, categorize, archive, and graphically visualize vast quantities of numerical information.

If you want to run a business, not a computer.

For all its abilities, Microsoft Excel (Excel for short) is simple to learn, simple to use. No complex commands to memorize. No classes to take. The only thing complicated about Excel is the problems it can solve.

Excel does this by exploiting to the maximum both the immense computing power and the intuitive operating conventions of the Macintosh.

So you can concentrate your energies on the intricacies of your business, instead of the intricacies of computers.

The rest are history.

Whatever your conception of spreadsheets and of business software, whatever standard you've come to respect in financial programs for personal computers, Excel exceeds all others. In brute power, raw speed, and pure simplicity.

Calling all climbers.

This brochure outlines Excel's potent capacity to make mountains of numbers mean something. To interpret the present. To anticipate the future. And to consider the possibilities.

We invite you to ask your dealer for a demonstration.

Once you've tried it, you'll never look down.

The Excel spreadsheet. For the practitioners of power, a bigger stage to practice on.

The heart of Excel is its spreadsheet. A working space of immense proportions: 16,384 rows by 256 columns. Or 4,194,304 individual cells. The largest spreadsheet available on any personal computer.

But sheer size is only the crudest measure of a program whose real attraction is unequaled elegance.

Make fast work of it.

For all the advantage of size, on conventional spreadsheets, bulk has a drawback: sluglike performance. Calculating thousands of cells takes a frustrating bit of time.

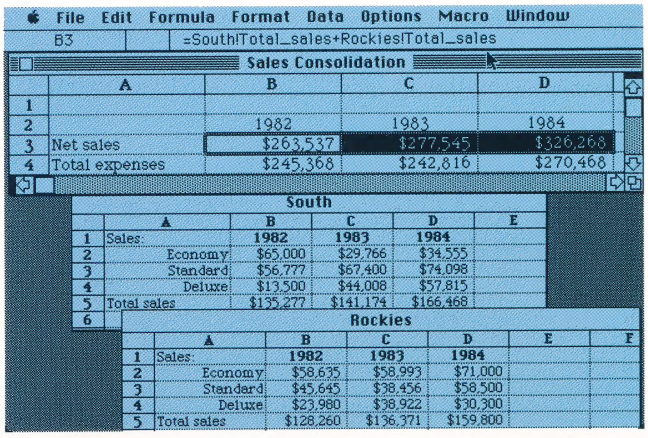
Excel sidesteps this problem neatly. Instead of recalculating a sea of numbers, it computes only your latest entries, reconciling only the relevant sums.

Further, Microsoft Excel speeds the work by letting you convert abstractions into plain English. For a very basic example, A3 = A1 – A2 becomes PROFITS = SALES – COSTS. Because you can use words, not codes, to name any cell or set of cells, any values, formulas, or areas of the worksheet.

Linked spreadsheets. Change one and you've changed them all.

An event even in the farthest reaches of a far-flung operation can affect the company as a whole. Sometimes profoundly. Excel gives you an electronic metaphor for this in its linking ability.

For instance, you could create a series of spreadsheets, each representing different corporate regions or divisions. And break down the finances of each in painstaking detail. It's as simple as a point and a click to link them all to a master worksheet representing the consolidated performance of the subdivisions. Once linked, any changes made on any worksheet are automatically accounted for throughout.



With a point and a click, permanently link subordinate worksheets to a consolidated master sheet. Work with them all on screen at once. A change in one sheet is automatically reconciled throughout.

How to reach a decision.

Linking lets you break down large problems into manageable components. And see instantly the consequences of even remote changes.

Using Excel's windows, you can have on screen as many of these worksheets as memory can hold. The number of models you can link is unlimited.

The net result is that Excel gives you the capacity to manage, manipulate, analyze, and decide questions of tremendous magnitude.

We didn't leave anything out.

Built into Microsoft Excel are 85 invaluable functions. Mathematical, financial, statistical, trigonometric, and logical.

These include summing and averaging. Future value, present value, internal rate of return, and modified internal rate. Periodic payment, present value, and rate returned.

The cosine and arcosine, sine and arcsine, tangent and arctangent of a number. IF, OR, LOOKUP, AND, CHOOSE, TRUE, FALSE. Growth values, standard deviation, exponentials, exponential trend, linear trend, absolute value, logarithm base *e* of a number.

And if even Excel's library isn't inclusive enough, you can customize and save special functions of your own making.

Highlight the highlights.

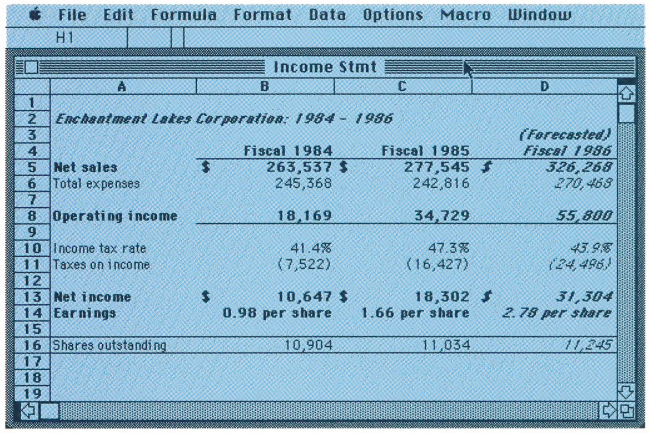
Some numbers are more equal than others.

So Excel gives you the means to make important figures stand out importantly: **Boldface,** *italics,* and ***bold italics.*** Or put a bold border around individual cells or whole regions of cells—left, right, top, or bottom.

What we do not have here, is a failure to communicate.

We don't believe in splendid isolation. And with Microsoft Excel, you'll never be consigned to it. It is the most cosmopolitan of programs.

It can exchange information with most other Macintosh programs. And exchange files with Microsoft programs for the Macintosh, and with Microsoft software on other computers.

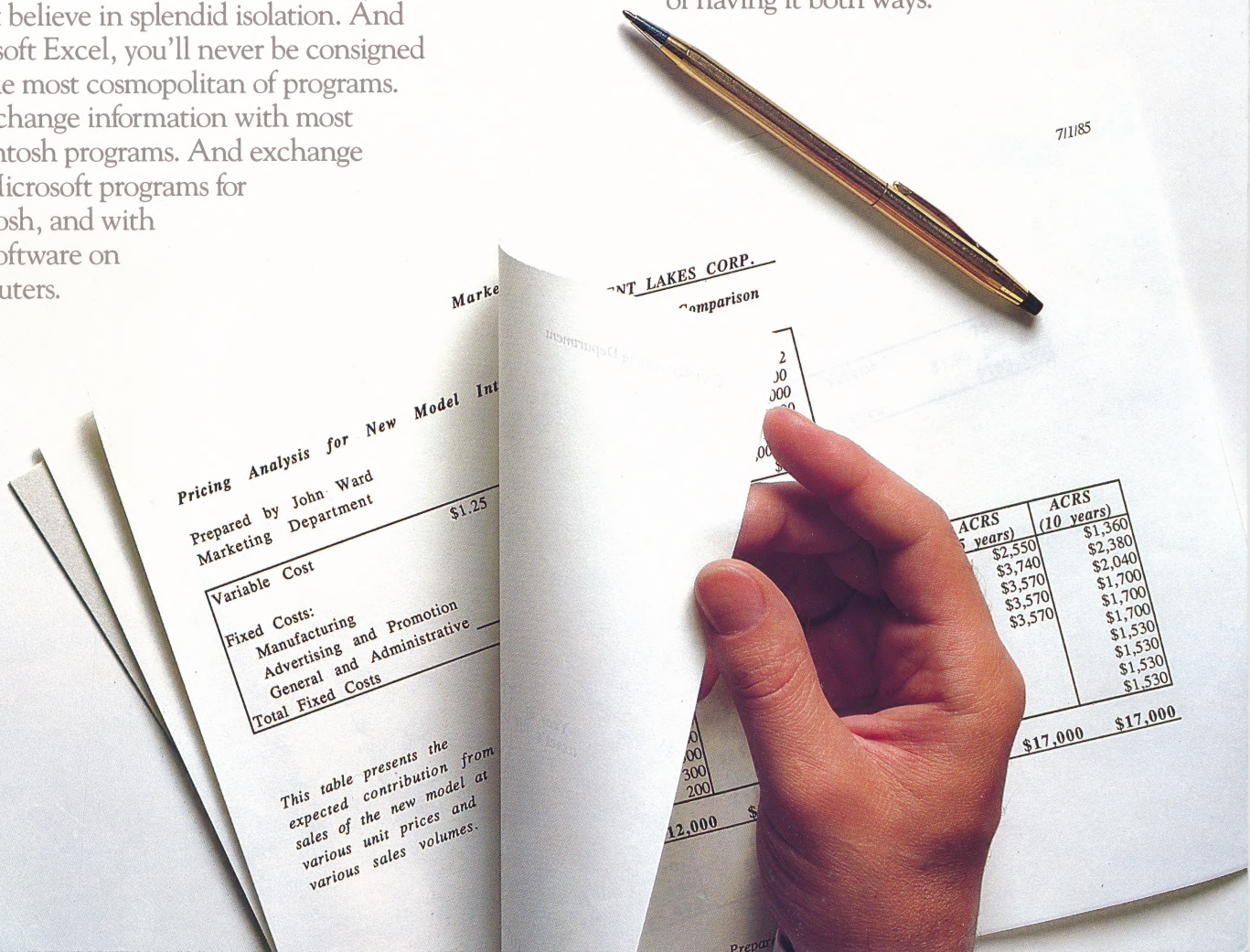


	A	B	C	D
1				
2	*Enchantment Lakes Corporation: 1984 - 1986*			
3				*(Forecasted)*
4		Fiscal 1984	Fiscal 1985	*Fiscal 1986*
5	**Net sales**	$ 263,537	$ 277,545	$ *326,268*
6	Total expenses	245,368	242,816	*270,468*
7				
8	**Operating income**	18,169	34,729	*55,800*
9				
10	Income tax rate	41.4%	47.3%	*43.9%*
11	Taxes on income	(7,522)	(16,427)	*(24,496)*
12				
13	**Net income**	$ 10,647	$ 18,302	$ *31,304*
14	**Earnings**	0.98 per share	1.66 per share	*2.78 per share*
15				
16	Shares outstanding	10,904	11,034	*11,245*
17				
18				
19				

Excel's spreadsheet is not only immense, it's flexible. Turn the grid on or off. Use **bold** and *italics*. Add labels. And customize the numbers formats. Like the "per share" and "Fiscal" shown here.

Conversing with 1-2-3®. A two-way conversation.

Unique to Excel is its ability to transfer documents to and from 1-2-3. If you've used 1-2-3, or work with people who do, you can enjoy all of Excel's advantages. Without giving up compatibility with your colleagues or your own past labor. The ultimate example of having it both ways.



The power to make your points graphically clear.

The whole purpose of Excel is to give you the ability to see the answers to even the most complex problems with the highest possible speed and simplicity.

It is in its charting capability that Microsoft Excel takes this goal most literally.

Here, the entire story told by endless rows and columns of numbers in the spreadsheet can be pictured in an instant.

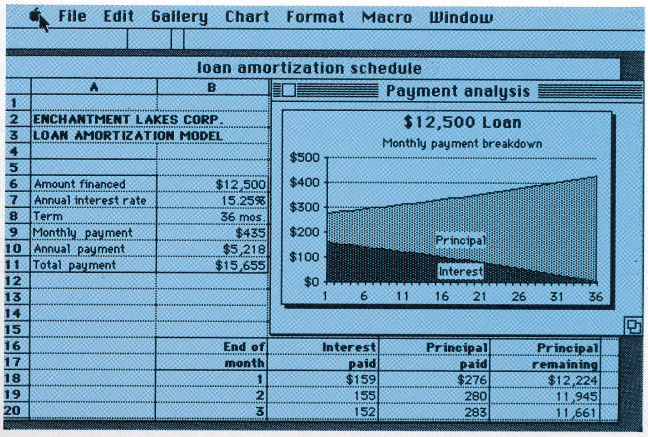
When you need to show others where your numbers lead, Excel's charts vividly point the way.

If they can't follow the figures, they can follow the dotted lines.

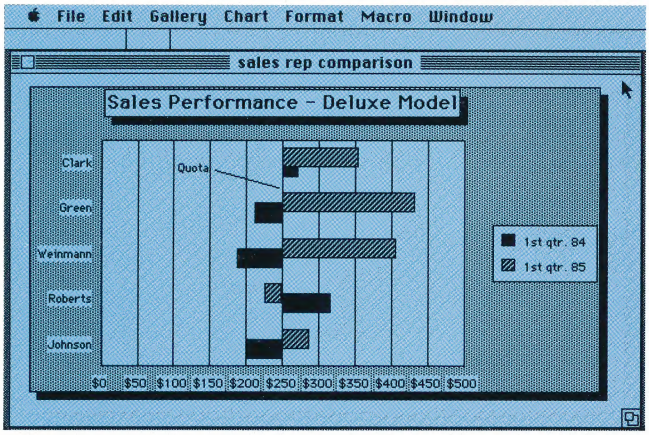
To draw a conclusion, you need only select from the worksheet the data you wish to represent. A quick click opens the chart program. And there on screen appears your graph.

Because the spreadsheet and the chart are directly coupled, when you make a change, Excel re-graphs automatically. What's more, you can display an array of different chart windows simultaneously. Each portraying the same or different data.

With one more command, these can be printed out. Or even transferred to an overlay for presentation to a waiting audience.



Excel charts are automatically linked to spreadsheets. Change any number on the sheet, and the chart is graphically updated. And you can work with multiple charts and spreadsheets on the screen at the same time.



Excel gives you scores of charting options. Including a gallery of 42 styles, which can be customized and embellished with shadow borders, arrows, headers, footers, overlays, and free-floating text.

Pick a chart, any chart. Or customize your own.

With Excel, you can make people see what you mean virtually any way you choose.

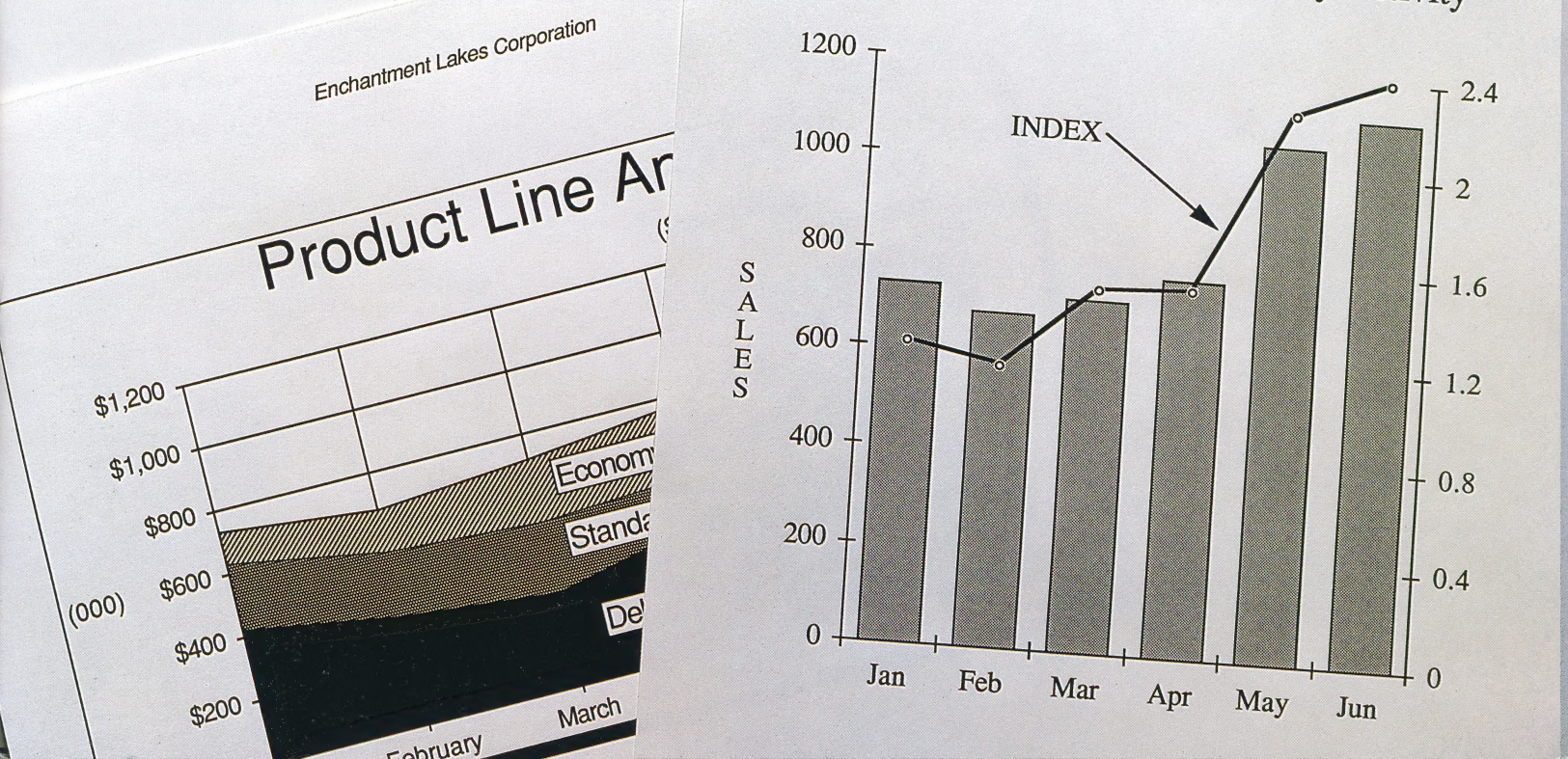
You are offered a gallery of 42 different styles of pie charts, bar charts, column, area, scatter, and line charts. Which you can embellish with text, legends, arrows, titles, headers, and footers. And with overlays of other charts for purposes of comparison.

On a LaserWriter, it makes a stunning presentation.

If what you have arrived at is truly fit to print, you might consider publishing yourself.

Excel, driving a LaserWriter, generates images of professional-quality standards. And, in conjunction with Microsoft Word, you can bypass the art studio, the typographer, and the printing plant to produce an illustrated report of astonishing quality.

A project which may seem to exceed your ambitions. Until you discover how easily it can be achieved.



A built-in database to keep your facts straight.

A program like Microsoft Excel can generate enormous amounts of information.

So Excel provides a way to keep it in order.

You can, at a stroke, transform a massive spreadsheet grid into an equally massive, full-featured database.

A system, which because it is spreadsheet-based, is extremely fast.

Sorting out what the spreadsheet tells you.

Simply and swiftly you can organize, file, sort, and later retrieve everything accumulated in thousands of worksheet cells.

Or you can start from scratch, creating an inventory, client directory, library record, sales staff performance record, or anything else your whim or your business dictates should be collected and codified.

Look up information without changing gears.

The advantages of integration are particularly evident here. Skip rapidly from your worksheet to explore your files for any vital information. From a telephone number to five years worth of gross receipts.

You can query Excel for all your clients in Colorado. Or everyone in Cleveland who owes you more than $500, but less than $5,000. Or all the tea in China you purchased in April.

And all without having to shut down one program and boot up another.

Meanwhile, what you find in the database you can convert into the worksheet grid to be modeled, analyzed, factored in.

Or rocketed right to the top of the charts.

Excel macros.
The powerful never have to repeat themselves.

Computers were supposed to eliminate manual labor. Sometimes they seem to increase it.

Our answer to that was to endow Microsoft Excel with macros. A finger-saving device not found on other Macintosh spreadsheet applications. And where such features have existed, they have never before been this easy to implement.

One keystroke does the work of hundreds.

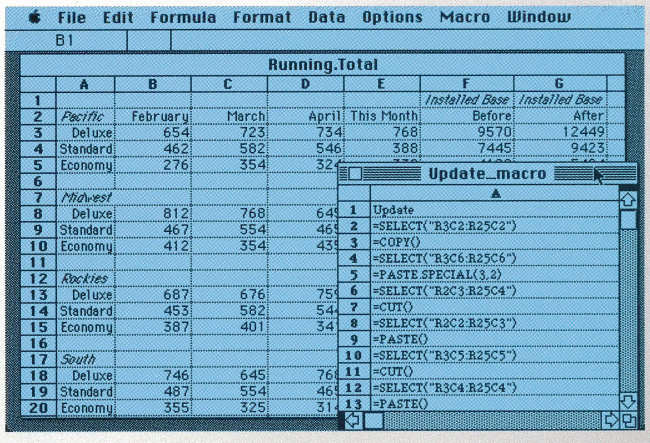
Excel macros give you the ability to record complex or time-consuming operations you do routinely.

A common example, filling in the months across the top of a spreadsheet. Or setting up a specialized formula that you need to use all the time.

Show it once and it never forgets.

In effect, with Excel macros, you program without the bother of being a programmer. You can simply demonstrate an operation or a formula to Excel in the record mode. Then play back the operation whenever needed with a single command.

Or you can write macro instructions from the 205 command-equivalent functions expressed in the Excel Macro Language.



Macros automate the key sequences you use all the time. Including long, complex, interactive ones. Excel can even *write* macros for you automatically. And store them in their own documents so they're not wedded to one worksheet.

Give yourself an argument. Or engage in a dialog.

Excel's macro system is simple yet sophisticated. And using it, you can create single commands which unleash hundreds of instructions.

By incorporating an ARGUMENT into logical formulas, you can make smart macros that control the flow of events by dictating actions based on conditions you set.

Or build your own customized dialog boxes with the ability to ask questions, wait for answers, and react accordingly.

Macros are a very powerful feature that not only cut the tedium, but cut down on errors, as well.

And by using this facility to create templates, you can, if you are the generous sort, share your power with your colleagues.

Accelerate your ascendancy with Excel.

If, in the race to the top, you are not averse to taking major shortcuts, you have just met your mate.

For Microsoft Excel matches and then outstrips the powers of those distinguished predecessors that have set the standard until now.

And, most importantly, Excel puts this new power in the hands of anyone who wants it. No experience required. No specialized education expected.

The power not to compromise.

Finally, Excel has been equipped to prevail in the numerical universe. To serve, without concession, professionals who stake their careers on the interpretation of numbers.

In the right hands, a potent weapon in the cause of commerce.

We trust you will use it responsibly.

And now, a few technicalities...

Microsoft Excel for the Macintosh. Complete spreadsheet with integrated business graphics and database.

Hardware requirements. Macintosh 512K. Second disk drive required. Printer optional. May be loaded on hard disk.

Program-wide features

Help. Comprehensive, on-line, and context sensitive.
Macro capability. Highly readable Macro Language features argument passing and command equivalent functions. Conditional branching, interactive operations, step function for debugging.
Macro Record. Turn your common routines into macros automatically by simply performing them once in the record mode.
Lotus® 1-2-3 file compatibility. Excel to 1-2-3 or 1-2-3 to Excel. Can convert both values and formulas.
General file compatibility. Read and write Microsoft Chart for the Macintosh, Microsoft SYLK, and text format. Read and write Microsoft Multiplan for the Macintosh.
Font options. Use any font and size available for the Macintosh.
Resume Excel. Allows you to save and return to the state of your desktop after any work session.
Undo. Your last action can be reversed.
Windows. Display and work with multiple spreadsheets, charts, and databases simultaneously.

Printing capabilities

Printer drivers. Excel supports ImageWriter™, LaserWriter, and any printer in TTY mode including daisywheel.
Sideways printout.
Page Preview. Displays an entire page, its layout, and page break on-screen before printing.
Special printing. Boldface, *italics,* ***bold italics,*** borders around cells, or whole regions of cells—left, right, top, or bottom.
Page features. Headers, footers, titles, margins, automatic page numbering, automatic date and time insertion, single sheet or continuous, print formulas or values.

Spreadsheet

Number of cells: 4,194,304. 16,384 rows by 256 columns.
Accelerated calculation feature. Only the affected cells are recalculated, rather than the entire spreadsheet.
Alignment options. Left, right, center, fill.
Array capability. This feature, unique to Excel, allows you to compute arrays of values with a single formula.
Cell protection. Hide or lock cells, with optional password protection.
Display options. Turn grids, row and column headers on and off. Show either values or formulas.
Insert, Delete, Move, Copy. Any range of cells, not just entire rows and columns. You can copy values, formats, formulas, or any combination.
Iteration.
Linking capability. Formulas on one worksheet can refer to other cells on the same or other worksheets.
Built-in number and date formats. Excel offers a choice of ten different number formats and nine different date and time formats. Including decimals, commas, percentages, currency, and scientific notation.
Customized number and date formats. Create your own number and date formats. Include any boilerplate text before, after, or within numbers, modify date and number formats as you like, specify dollar signs as flush left, specify different formats for positive, negative, zero values.
Database statistical functions: 7. DAVERAGE, DCOUNT, DMAX, DMIN, DSTDEV, DSUM, DVAR.
Date functions: 10. DATE, DAY, HOUR, MINUTE, MONTH, NOW, SECOND, TIME, WEEKDAY, YEAR.
Financial functions: 8. FV, IRR, MIRR, NPER, NPV, PMT, PV, RATE.
Logical functions: 10. AND, CHOOSE, FALSE, IF, ISERROR, ISNA, ISREF, NOT, OR, TRUE.
Mathematical functions: 11. ABS, EXP, INT, LN, LOG10, MOD, PI, RAND, ROUND, SIGN, SQRT.
Special-purpose functions: 13. AREAS, COLUMN, COLUMNS, HLOOKUP, INDEX, LOOKUP, MATCH, NA, ROW, ROWS, TRANSPOSE, TYPE, VLOOKUP.
Statistical functions: 11. AVERAGE, COUNT, GROWTH, LINEST, LOGEST, MAX, MIN, STDEV, SUM, TREND, VAR.
Text functions: 8. DOLLAR, FIXED, LEN, MID, REPT, TEXT, VALUE, SEARCH.
Trigonometric functions: 7. ACOS, ASIN, ATAN, ATAN2, COS, SIN, TAN.
Variable column widths. Vary columns from zero to full screen.
Series command. Automatically creates series of numbers or dates to speed entry.
What-if tables. One or two input tables, no limit to number of tables. Tables automatically or manually recalculated.
Find. Unique feature searches out any number or text in spreadsheet, useful for editing, debugging, understanding what a model does.
Paste Special for consolidation. Lets you copy not just entire cells, but also formulas, values, formats, or combinations. Also lets you consolidate values from your worksheets by adding, subtracting, multiplying, or dividing.
Full Precision or Precision as Displayed. Eliminates apparent rounding error.
Naming option. Use English names in formulas instead of numerical references. Names can refer to cells, values, or formulas.
Create Names. Use this command to create many range names at once.

Business graphics

Number of pre-designed charts: 42. In seven basic types—bar, column, area, line, pie, scatter, and combinations, which may be overlayed in thousands of variations.
Axis scaling. Manual or automatic. Logarithm option.
Free floating text and arrows. Position them anywhere you wish on chart.
Grid display option. Choose horizontal and/or vertical or none.
Hi-Lo charts.
Legends. Can be automatically created and labeled.
Multiple chart windows. On-screen simultaneously.
Number of line widths: 3.
Number of patterns: 15.
Number of marker patterns: 9.
Preferred formats. Create your own and recall with a single command.

Database

Spreadsheet-formatted database. Features searching, sorting, and extracting of information. Shares all worksheet commands. Database data can be any worksheet constant or formula.
Number of databases per worksheet: Multiple.
Number of records and fields. Up to 16,383 records, up to 256 fields. Actual size limited only by memory.
Number of operations: 4. Find, Extract, Delete, Sort. Sort on up to three keys at once; stable sort lets you sort on an unlimited number of keys using repeated sorts. Use simple criteria or compound criteria (and, or, not, etc.).

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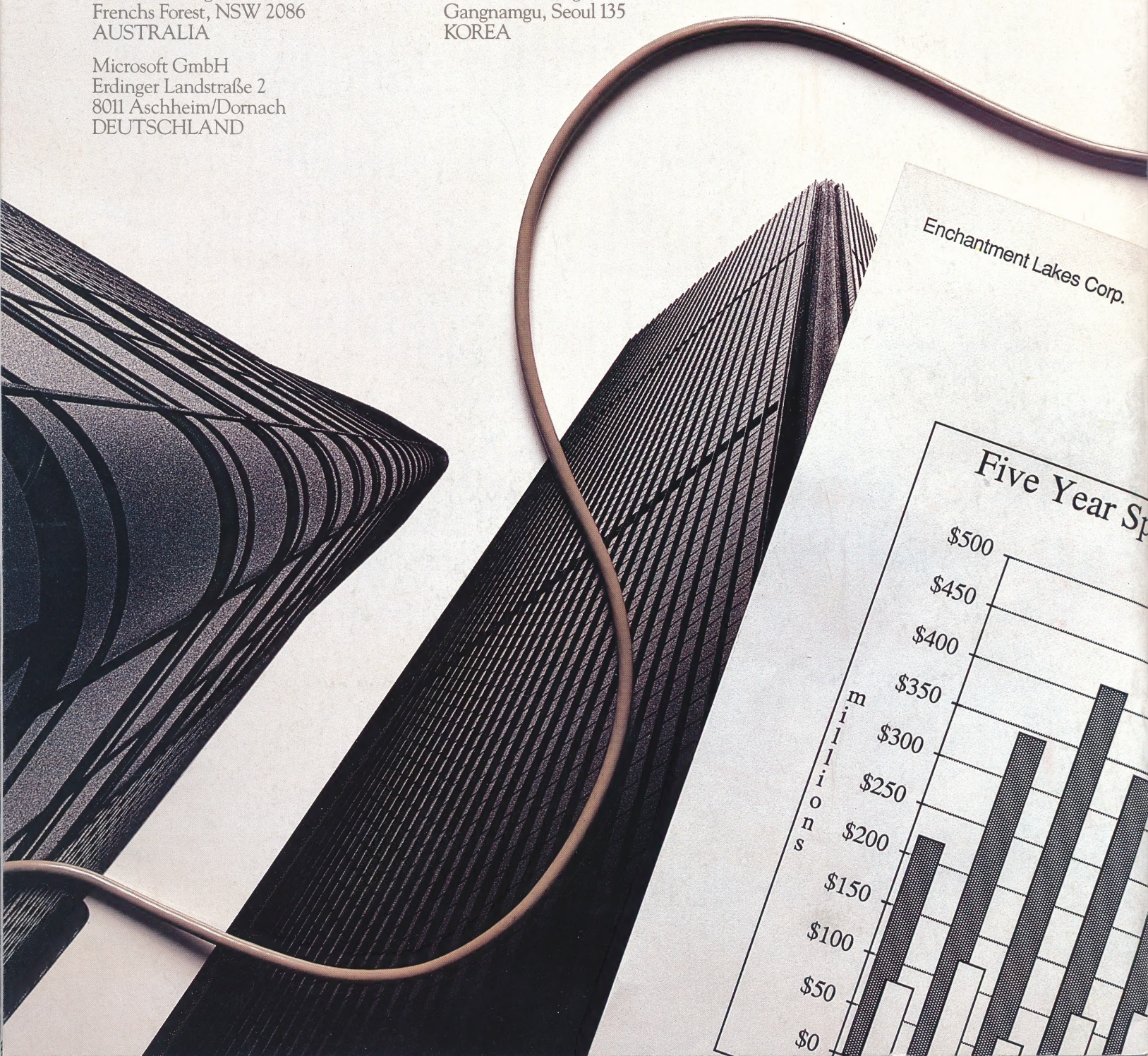
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